



## Effective Workshop Recruitment via Peer-to-Peer Outreach

### WHAT:

Successful workshop recruitment depends on:

- Knowing your community: people and places
- Targeting neighborhoods or precincts for each workshop
- Carefully collecting contact info and data
- Securing a neighborhood venue for the workshop
- Personal interactions/touches
- Sustained, organized effort

### HOW:

- In the communities where we work, we achieve the most effective engagement through multiple “touches” of residents.
- Each touch is a successively deeper invitation, from flyer drop-offs, to conversations/invitations at the door, collecting contact info, conducting surveys about energy usage, and finally, follow-up phone calls to get people to the workshops.
- We also get the word out through churches, schools, and neighborhood or other grassroots groups, creating a community buzz that effectively generates interest beyond our direct contacts.
- Some of the energy efficiency workshops were designed and taught by the same SEEED young people who canvassed the neighborhoods to get people to the workshops.
- All resident contact info and survey answers are entered into spreadsheets. Hard copies of campaign maps and workshop sign-in sheets are also kept on file.

### WHO:

- The most effective outreach, education, and marketing to low income residents are done ***by*** low income residents.

- SEED's GreenCAP Community Engagement program has been built on this peer-to-peer premise. Recognizing this reality has been a key innovation in the KEEM team's approach to budgeting for "marketing" and "outreach" for the program.
- SEED's contracts with KEEM (variously administered by the City, Knox CAC, and Alliance to Save Energy) delivered specialized, "high touch" community engagement/outreach campaigns that utilized trusted information channels, relationships, and networks in communities not easily understood nor accessed by outside entities.
- With a mandate to complete almost 1300 retrofits of low-income housing within two years, KEEM required a level of community outreach and energy efficiency education never previously attempted in Knoxville, and perhaps anywhere in the US.

### **GETTING STARTED:**

- Organize students or volunteers from targeted community for a small scale door2door campaign "pilot:" Survey 25 residents in one neighborhood or precinct on their feelings about their utility bills...Take good notes...Keep good records on time/\$ requirements and results achieved...
- Contact SEED for Community Engagement Program Development Consulting (Rick Held rickyheldmail@gmail.com)
- We have proven expertise in specialized, "high touch" community engagement/outreach campaigns that utilize trusted information channels, relationships, and networks in communities not easily understood nor accessed by outside entities.

### **Knoxville Extreme Energy Makeover (KEEM) Case Study:**

#### **Partners:**

- Alliance to Save Energy
- City of Knoxville
- Knox County CAC
- Socially Equal Energy Efficient Development (SEED)
- Knoxville Utility Board (KUB)
- Tennessee Valley Authority (TVA)

**Scope of Work:** As part of KEEM, funded by TVA, various stakeholders came together including The City of Knoxville, Alliance to Save Energy, Community Action Committee (CAC), Socially Equal Energy Efficient Development (SEED), and Knoxville Utility Board (KUB) to host home energy workshops in low income communities. They discussed ways to lower utility bills, as well as easy and free ways to weatherize your home. Before the workshops, SEED took to the streets, going door to door to take surveys and listen to the homeowner's needs and wants. At the workshops, residents can also learn if they are eligible for one of the 1,300 free home weatherization projects being done in Knoxville over the next two years.

#### **Key Elements of Success:**

- Multiple touches per participant (door, phone, etc..)
- Contract with people/organizations in targeted communities for outreach in those communities
- Carefully collect contact info and data